
Smile City Square Dental

CLIENT /

Dr. Kelvin Lau

ROLE /

Website Design & Content Creation

Estimated Revenue /

\$2M+

WEBSITE /

smilecitysquare.com



WHAT HAPPENED?

Smile City Square Dental is an innovative cosmetic dental clinic located at the heart of Vancouver City Square heritage building. The business was able to create loyal customers offline. However, they had trouble communicating their mission online and believe that their customers deserve better digital experience than the one they had.

Before the redesign

The original website design was made before the mobile era and therefore lacking interactivity and not very user-friendly. The page layout was inconsistent and difficult for user to navigate. The result of that was an unprofessional brand with low customer conversion.

More importantly, the poorly managed website badly reflect upon the business's commitment to serve their customer.



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Please email us at smile@smilecitysquare.com to book your appointment! [Like](#) [Share](#)

Contact us to book your appointment today!
Please email us at

GET IN TOUCH WITH US

WELCOME TO VANCOUVER'S SMILE CITY SQUARE DENTAL ENRICHING LIVES. ONE SMILE AT A TIME.

Vancouver's Smile City Square Dental is dedicated to transforming, improving and enriching your life – today, tomorrow and into your vibrant future. Our cosmetic and general dentistry solutions are designed to fit your unique needs and lifestyle goals, while exceeding your expectations of comfort, care, convenience and results.

When we are not able to fully express how we feel, show our joy and encouragement through smiling, this disconnection can lead to stress in our lives. Dr. Kelvin Mah has met so many patients who are so self-conscious about their smiles that they either won't smile or will hide their smile, even when they are feeling happy. They are then frustrated when others perceive them as being withdrawn, depressed or even angry.

Our smile sends out one of the most powerful messages to others. What does your smile say about you?

SMILE TRANSFORMATIONS

At Smile City Square Dental, each of our patients are unique, and have personal needs, goals and aspirations. And our job is to use our expertise, skill and vision to bring to our unique patients all of the transformative possibilities that modern dentistry has to offer.



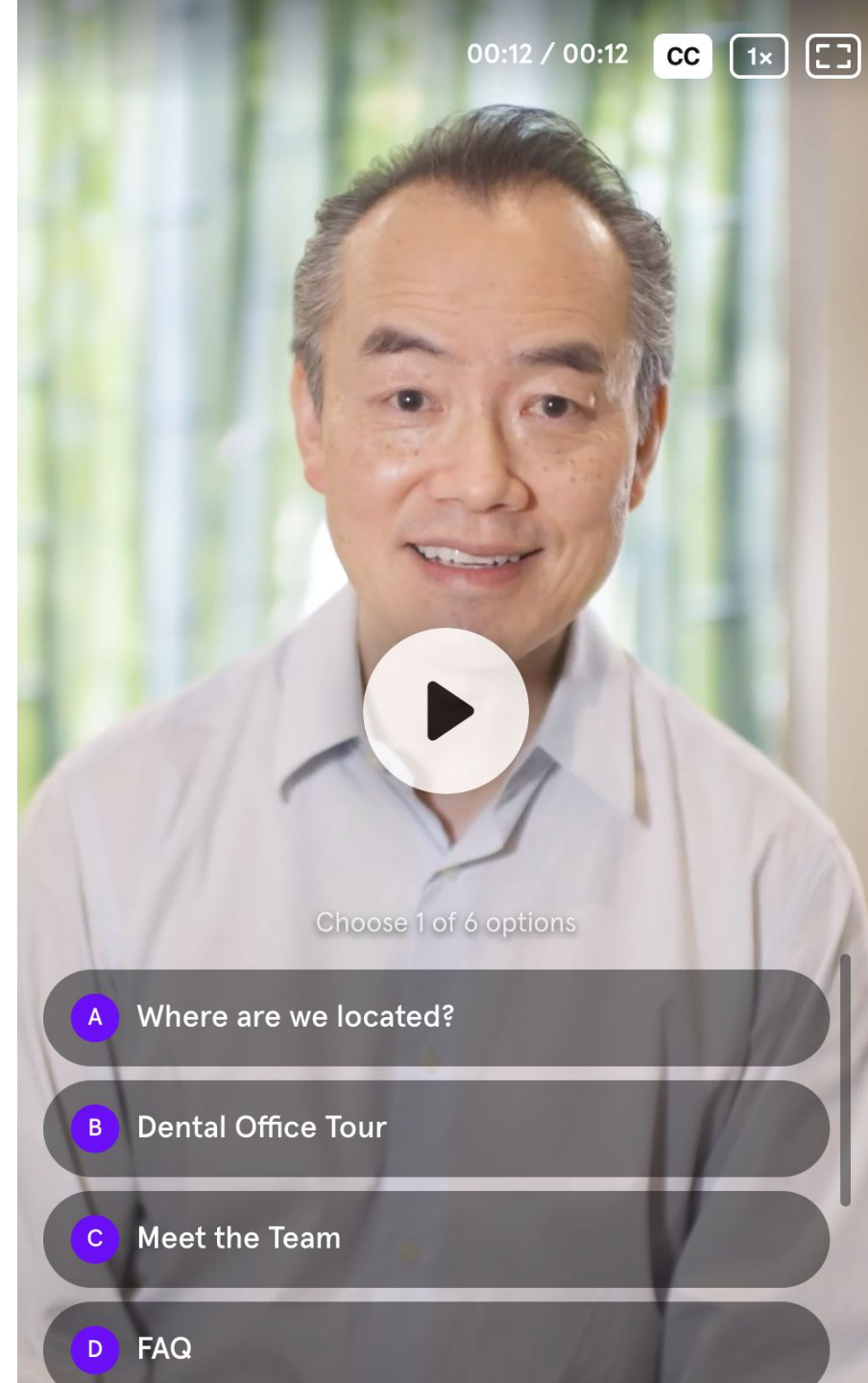
Strategy & Approach

Fast + Slick Design Studio began its consultation by working with Dr. Kelvin Mah to clearly define the organization's value, mission and vision.

The conclusion was that the business would like to humanize how dental care is being delivered. After rounds of iteration, we have come up with an [interactive video experience](#) for his customers. The experience allow prospective customers to meet with the team online, tour the clinic, get direction, as well as finding common answers to FAQ.

We also modernized the logo with typography and color to match the friendliness of the brand and created various logo lockup to make it more versatile for social media and website uses.

Furthermore working with Carecru, the new website experience allows customers to book dental appointments online, sending automated reminders to customers and collect Google Reviews for more referrals.



A close-up photograph of several bamboo stalks, showing their characteristic segmented structure and green color. The stalks are slightly out of focus, creating a soft, natural background.

SMILE

CITY SQUARE DENTAL

Awwwards

The awards of design, creativity
and innovation on the internet.

Designed by Winner of
Best “User Approved” Website Design

Brand Icon



Square Format Lockup



Vertical Lockup



Horizontal Lockup



Brand Colors



ORGANIC GREEN

PANTONE 368 U
CMYK: 65, 6, 100, 0
RGB: 103, 179, 70
HEX: #678346

CONTEMPORARY WHITE

CMYK: 4, 2, 7, 0
RGB: 242, 242, 234
HEX: #F2F2EA

MUTED MINT GREEN

PANTONE 579 C
CMYK: 16, 1, 35, 0
RGB: 216, 229, 181
HEX: #D8E585



WARM TAUPE

PANTONE 416 C
CMYK: 51, 45, 53, 13
RGB: 124, 120, 110
HEX: #7C786E



CLEAR BLACK

PANTONE 426 C
CMYK: 71, 65, 64, 69
RGB: 38, 38, 38
HEX: #262626



TINT SCALE

If necessary, use a 20% tint step system, keeping legibility in mind. Any tint below 60% that is used as a background will require dark text.

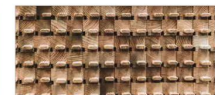
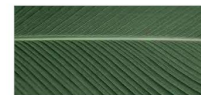
WHITENING

CMYK: 4, 3, 3, 0
RGB: 241, 241, 241
HEX: #F1F1F1

Iconography



Patterns / Textures





The website is very much a true reflection of what I, and my office, are about. I feel that you've been able to convey my mission within the platform of a website. This is not an easy task. Thank you. As much as I appreciate the final result, what I find truly rewarding is working with a team that is receptive and collaborative in its approach to working with their client. I hope you and your team found it just as rewarding. My intention has always been to have a collaborative relationship with the people I work with so that both of us benefit. I wish to continue this process of honouring my mission and I look forward to you facilitating that.



Dr. Kelvin Mah
at Smile City Square Dental

THE OUTCOME?

The final design was a more user-friendly, professional, and engaging website that helped the clinic communicate the mission to its customers. Dr. Kelvin Mah since then had retained Fast and Slick Design Studio to continue to help him find more new customers, reduce no-show bookings, and simplify many administrative tasks at the clinic through dental practice automation.